PHILIP MORRIS U.S.A. **INTER-OFFICE CORRESPONDENCE**
120 PARK AVENUE, NEW YORK, NY 10017

TO: Jose Fontanez DATE: May 31, 1994

FROM Mary Jo Gennaro

SUBJECT: CANONAZO PRIMAVERAL WRAP UP

Event: Canonazo Primaveral Concert
Date: Saturday, May 21, 1994
Promoter: Henry Cardenas
Attendance: 14,000
Venue: International Amphitheatre, Chicago

General Overview

Marlboro Music was the title sponsor of the Canonazo Primaveral Concert. This was our first year hosting an indoor Hispanic concert in Chicago which represents one of the five concert events in the Marlboro Music Hispanic Concert schedule. The event took place at the International Amphitheatre in Chicago and the objective was to reach the young adult Mexican audience. The attendance at the show reached 14,000 at the height of the event.

Concert

The talent package consisted of:

Bronco
Grupo Mojado
Las Fantasmas del Caribe
Sonora Tropicana
Banda Mr. Junior
Los Guardianes del Amor

Bronco was the headliner and received an enthusiastic response from the audience. The concert began at 7:30 pm and ended at 2:00 am. The audience was primarily young adult Mexicans ranging from legal age to 35 years old.

2041914406

Source: https://www.industrydocuments.ucsf.edu/docs/ftfm0004

Reporters from both La Raza and La Voz attended the event. Pictures were taken with Bronco to be serviced to the local Hispanic media.

Signage

Two 24' x 24' scrims were hung at each side of the stage. The Marlboro Music stage light box was hung center stage above the bands and was illuminated during the entire concert. Six light boxes with the Marlboro Music logo were placed at the event - two by our selling station at the entrance of the theatre, two on each side of our name generation site at the back of the hall and two in the side-corridor where there was audience traffic flow. Banners (4'x10' and 3'x5') were hung from the mezzanine seats for additional visibility. It was abundantly clear that this show was sponsored by Marlboro Music.

On-Site Activities

Pack sales were conducted from a selling station at the main entrance of the amphitheatre to capture attention as the audience entered the venue. A name generation kiosk/umbrella was also placed by the entrance. A larger name generation site was located at the back of the dance floor with a two tables, pipe and drape and a Marlboro Music Banner. We placed kiosks upstairs and along the side corridor but these did not draw as many consumers as we had hoped.

Pack sale results were as follows:

Item	Pack Required	Number Sold
Zippo Lighter	5	8
T-Shirt	3	22
Hat	3	35
Cassette Case	2	35
Fanny Pack	1	47

Our name generation activities resulted in 1,160 signatures.

Retail Promotion

Marlboro conducted a promotion at Hispanic accounts offering $10.00 off with 5 UPCs to be redeemed at the International Amphitheatre Box Office. The promotion objectives were to:

2041914407

Source: https://www.industrydocuments.ucsf.edu/docs/ftfm0004

- Impact the Hispanic audience at retail
- Capture incremental volume with a retail promotion tied to a loal event
- Gain in-store brand visibility among the Hispanic community

The program details were as follows:

Target Geography: Chicago Hispanic outlets
# of retail outlets: 955
Timing: Posters, shelf talkers and counter cards were placed May 2 to coincide with the on-sale ticket date.
Units: 1,910

Field Sales reports 100% utilization with 60% of the materials placed by sales reps at Hispanic accounts. Due to a short lead time for the retail placement, 40% of the materials were distributed among "Cash n Carry" wholesalers where many smaller Hispanic accounts buy. Complimentary concert tickets allocated to the Sales Force were distributed among retailers.

The redemption rate on this retail offer was very disappointing with only 311 consumers taking advantage of the offer. I feel this low rate was due to a few factors:

- There was only one location at which one could redeem their UPCs - the box office of the International Amphitheatre.
- The location of the International Amphitheatre was in a low traffic area and there was no clear indication of when the box office was open for business.
- Many consumers purchased their tickets at small retail outlets where we are unable to set up a redemption system.
- Although pos was placed at retail outlets, I feel we might have done better at informing our consumers by producing a flyer with the offer that could be placed by our promoter at nightclubs.

Recommendations for Retail Offer

- Utilize the vans at Hispanic retail accounts with the special offer for concert tickets.

2041914408

Source: https://www.industrydocuments.ucsf.edu/docs/ftfm0004

- Prepare a flyer to be placed by our promoter at nightclubs.

Summary

Although the retail portion of this program was disappointing, the concert itself was successful at reaching our audience objectives. I do feel we would be better served in the p.r. area by an agency who specialized in Hispanic events. This would give us an increased opportunity with media and we might be able to benefit from some new ideas on how to convey our message.

cc: I. Broeman
E. Moore
Y. Robinson

2041914409

Source: https://www.industrydocuments.ucsf.edu/docs/ftfm0004